

Client: Amy Chelini
 Product:
 Campaign: 2012 Amy TV #2

Station Order

Letizia
 5460 Desert Point Drive
 Las Vegas, NV 89118
 702-777-2121

Rev #: 0
 Flight From: 10/22/2012 to 11/05/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Denise Bankert
 Sweeps: Share Jul 2012 -> HUT/PUT Nov 11

Market: LAS VEGAS
 Station: KTNV
 Station Contact: Marie Wright

Actg. Order No.: 8073
 WS Order No.: 16205
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Oct 22	Oct 29	Nov 05	Total Spots	DMA P 55+ (R)
				Rate/ Total						
1	MTWR--Su 04:30A-05:00A	EM 30	ACTION NEWS	\$75.00 \$150.00		1	1	.	2	0.7 \$107.14
2	M----- 04:30A-05:00A	EM 30	ACTION NEWS	\$75.00 \$75.00		.	.	1	1	1.1 \$68.18
3	MTWRF-- 05:00A-05:30A	EM 30	ACTIONS NEWS	\$175.00 \$700.00		2	2	.	4	2.0 \$87.50
4	M----- 05:00A-05:30A	EM 30	ACTIONS NEWS	\$175.00 \$175.00		.	.	1	1	2.5 \$70.00
5	MTWRF-- 05:30A-06:00A	EM 30	ACTIONS NEWS	\$175.00 \$875.00		2	3	.	5	2.4 \$72.92
6	M----- 05:30A-06:00A	EM 30	ACTIONS NEWS	\$175.00 \$175.00		.	.	1	1	2.7 \$64.81
7	MTWRF-- 06:00A-06:30A	EM 30	ACTIONS NEWS	\$400.00 \$1,600.00		2	2	.	4	2.7 \$148.15
8	M----- 06:00A-06:30A	EM 30	ACTIONS NEWS	\$400.00 \$400.00		.	.	1	1	3.4 \$117.65
9	MTWRF-- 06:30A-07:00A	EM 30	ACTIONS NEWS	\$400.00 \$1,600.00		2	2	.	4	2.6 \$153.85
10	M---F-- 06:30A-07:00A	EM 30	ACTIONS NEWS	\$400.00 \$400.00		.	.	1	1	2.7 \$148.15
11	MTWRF-- 11:00A-12:00P	DT 30	NOON	\$400.00 \$1,600.00		2	2	.	4	3.5 \$114.29
12	M----- 11:00A-12:00P	DT 30	NOON	\$400.00 \$400.00		.	.	1	1	4.8 \$83.33
13	-----S- 06:30A-07:00A	WE 30	SAT NEWS	\$300.00 \$600.00		1	1	.	2	2.8 \$107.14
14	-----Su 06:30A-07:00A	WE 30	SUN NEWS	\$300.00 \$600.00		1	1	.	2	2.7 \$111.11
15	-----Su 08:00A-09:00A	WE 30	SUN NEWS	\$325.00 \$650.00		1	1	.	2	4.0 \$81.25
				\$10,000.00		14	15	6	35	

36.6 17.2
 39.0

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	14	36.6	\$4,100.00	\$112.02
Nov	21	56.2	\$5,900.00	\$104.98
	35	92.8	\$10,000.00	\$107.76

Advertiser: Amy Chelini
Campaign: 2012 Amy TV #2

Station Order
LAS VEGAS - TV

Station: KTNV

Monthly Totals				
<u>Month</u>	<u>Spots</u>	<u>GRP/GRIs</u>	<u>Station Gross Dollars</u>	<u>Station Gross CPP/CPM</u>

Comments

Station Remarks:
10/23-11/5. DO NOT RUN PAST 11/5.
Spot has been placed on station FTP site.
ElectAmyChelini @ 100%]

By: _____

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Station Traffic

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<u>Date Range</u>	<u>Traffic Code</u>	<u>Percent</u>
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No Traffic to report

Comments

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